Processor Survey

1. How do you define local? (All subsequent questions referring to "local" will be based off of selected definition.)
   - ✓ Within 100 miles of my business
   - ✓ Within 500 miles of my business
   - ✓ Within the state of Michigan
   - ✓ Michigan, Ohio, and Ontario

2. How much locally-grown produce do you process annually?
   - ✓ None
   - ✓ Less than 1,000 pounds
   - ✓ 1001 to 10,000 pounds
   - ✓ 10,001 to 50,000 pounds
   - ✓ More than 50,000 pounds

3. What are the barriers that prevent you from processing more local produce? Check all that apply.
   - ✓ None, I am processing all that I want right now.
   - ✓ There are food safety issues with local produce.
   - ✓ There are quality issues with local produce.
   - ✓ There are logistical issues obtaining local produce.
   - ✓ Seasonality is an issue.
   - ✓ There is not enough availability of local produce.
   - ✓ Other

4. What type of locally grown produce are you interested in processing?
   - ✓ Potatoes and Root Vegetables (carrots, beets, etc)
   - ✓ Salad Greens
   - ✓ Fruit
5. What percentage of your overall produce purchase is local?
   - None
   - 0 - 10%
   - 11 - 25%
   - 26 - 50%
   - 51 - 75%
   - 76 - 100%

6. How do you currently purchase your locally grown produce?
   - Direct from the farmer(s).
   - Dealer/Distributor
   - Retail Markets
   - Direct from wholesale markets (Detroit produce terminal, Eastern Market)
   - Food Cooperatives/Buying groups.

7. How many people are currently employed at your facility?
   - 5 - 10
   - 11 - 50
   - 51 - 100
   - 101 - 200
8. What are the top 5 locally grown products you currently process and the estimated quantity of each? (please add unit of measure - i.e. pounds, bushels, etc)

9. How important is it for you to promote locally grown produced products in making sales to your customers?
   - Irrelevant
   - Somewhat important
   - Important
   - Extremely important

10. Does your facility prioritize local procurement of produce before sourcing elsewhere? If so, please specify reason.
    - To take advantage of freight savings.
    - The quality of local produce is higher than non local.
    - To support local economies
    - To satisfy specific customer requests
    - To promote "local" as a marketing edge.
    - Other.

11. What would encourage you to purchase more locally-grown produce?
    - More complete and timely information on availability and price
    - More distributors carrying an array of locally-grown produce
    - Greater availability year-round
    - If price for locally-grown was the same as price of non-locally-grown
    - If I know my customers want locally-grown